

## EUROPEANS' FAVOURITE PRODUCTS: contributing to the circular economy

13 November 2019, European Parliament

Europe is known for its high quality and innovative products backed by a growing regulatory framework. This years-long knowledge and experience together with the EU institutional change put us now in an excellent position to reflect and ensure the framework delivers and is tailored to accelerating Europe's circular economy transition.

Today, Member of the European Parliament Maria Da Graça Carvalho hosted an event in the European Parliament to discuss opportunities for setting a balanced and effective product policy landscape. During the event, organized by APPLiA, DIGITALEUROPE and LightingEurope, MEPs, European Commission representatives, civil society, and product manufacturers put forward their ideas for the EU product policy framework and its potential to contribute to the transition towards a circular economy.

**Maria Da Graça Carvalho, MEP** *"After the efforts in the past legislature for an ambitious EU legislative framework in the energy and climate fields, the Parliament has to make now a further step towards enforcement, starting with the Product Policy Framework. Let's move towards consistent rules and a functioning internal market, in cooperation with the EU Member States and the European Commission."*

**Paolo Falcioni, Director General of APPLiA:** *"Embracing all actors to improve circularity, establishing a smart energy market that result is in CO2 emission reduction and energy optimisation, as well as offering high-quality job opportunities to Europeans could make a true difference."*

**Cecilia Bonefeld-Dahl, Director General of DIGITALEUROPE:** *"Harmonised and incentive-based policy instruments leveraged by digital technologies will send a strong and positive message to the market for companies to do the right thing. To unlock innovation, we have to think about innovative ways of regulating and focus on the key goals we want to achieve."*

**Ourania Georgoutsakou, Secretary-General of LightingEurope:** *"During the next legislature, no new EU rules should be created without first demonstrating that the existing ones cannot deliver on the desired objective. The impact of EU rules depends on how they are enforced. We need to do more together to help authorities swiftly remove non-compliant products from the EU market."*



## About

**APPLiA** - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 50 billion, investing over EUR 1.4 billion in R&D activities and creating nearly 1 million jobs. More information is available on: [www.applia-europe.eu](http://www.applia-europe.eu)

**DIGITALEUROPE** represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. More information is available on: [www.digitaleurope.org](http://www.digitaleurope.org)

**LightingEurope** is the voice of the lighting industry, based in Brussels and representing 34 companies and national associations. Together these members account for over 1,000 European companies, a majority of which are small or medium-sized. They represent a total European workforce of over 100,000 people and an annual turnover exceeding 20 billion euro. LightingEurope is committed to promoting efficient lighting that benefits human comfort, safety and well-being, and the environment. LightingEurope advocates a positive business and regulatory environment to foster fair competition and growth for the European lighting industry. More information is available at: [www.lightingeurope.org](http://www.lightingeurope.org).